THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Columbus Day is ripe

in the Valley of the Moon

Some of the newspapers—daily and weekly—can now use color on their presses, which is good. Moonbeams uses color, too, but we do it the easy way—by changing the color of paper used each week.

Pure coincidence, 'cause we never know in advance what color we'll use, but last week in the very first line we said something about being "tickled pink." When we saw the completed copies, they were on pink paper!

BOYES VARIETY STORE, where the hard-to-get items can most always be found. Halloween novelties. Giftware. School clothing.

About 10 persons now grudgingly admit we're not so bad at picking winners of college football games, and also world series winners. Some of the same ones will find out we're just as good in picking election winners. We're backing Ike. Watch it.

A bachelor is a guy who'd rather wash a pair of socks than a pan of dishes. VALLEY WATCH REPAIR, Boyes Hot Springs.

A man is as young as he feels after trying to prove it.

BOYES SPRINGS FOOD CENTER. Snappy fall weather is here, and the family's diet changes. We've got the variety, low priced.

The first "sound" movie we ever saw was "Broadway Melody," starring Anita Page, back in the 20s. Missed seeing Al Jolson's first musical, "Sonny Boy," a few weeks previously. But will never forget three of the hit songs of the movie—"Broadway Melody," "You Were Meant for Me" and "Wedding of the Painted Doll." They're just as good today, and you hear them often on radio or TV . But whatever became of Anita?

WOODLEAF MARKET, Boyes. Fastest growing market in the Valley. Prices the lowest, service fast and efficient. See our big ads.

A woman doesn't always get the last word—sometimes she is talking to another woman.

MRS. KAY solves problems of love and marriage, business, careers. Reasonable charges. Across from Woodleaf, Plaza Bldg., Boyes.

ESPOSTI'S LUNCH ROOM, Fetters, Hiway 12. Home-made Soup. Sandwiches, Hamburgers, Fountain, Wine if you wish. Drop in.

We still have no use for the United Nations. It even started out wrong, the minute they included the veto in its charter. The organizaion has failed dismally to settle any major crisis and most of the minor ones. It has, however, made a wonderful sounding board for the communistic and socialistic nations of the world. We'd be much better off out of it entirely.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

Lions club had an interesting meeting Tuesday, with E. Simone and Lee Barlowe of Seagrams bringing some Madison Square Garden sports films for showing to the members present, and also distributing a few bottles of their product to holders of certain little tickets.

EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

Our birthday came and went and we don't feel a day older. Particularly pleasing were the birthday cards which arrived from all over, quite a few, with one from a subscriber 450 miles away whom we've never met. Thank you all.

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.

CHRIS HAS GOT IT MADE—President Eisenhower's comment, in proclaiming October 12 as Columbus day, that passage of 464 years "has not dimmed the glory" of the explorer's exploits, will probably hold true 1000 years from now—maybe 40,000 years.

Many a great explorer, or innovator, or inventor dies in world memory as time flows. Who remembers who invented the flintlock rifle? Nobody, of course. Nobody uses flintlock rifles any more. But millions of people use America—and next year millions more will use it. And every year they'll remember Chris discovered it for them.

As for enduring fame, his is the most—to say the least!

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

A woman driver is a person who drives the same way a man does —only she gets blamed for it.

LITTLE SWITZERLAND, El Verano. A Saturday night and Sunday afternoon "must" especially when you have visitors. Real Swiss.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

Then there are some weeks when our notes on things to write about are quite skimpy, and this is one of those weeks. Somehow we always manage to gather together enough of what we like to call interesting stuff to fill out the paper in more or less good shape. Like, ferinstance:

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

'Member a few weeks ago we wrote about the lack of traffic regulation through Boyes, that we need something to slow down the traffic at our main corner where the trucks and speeding cars make crossing the street a hazardous journey; ended up by asking if we have to have a certain number of deaths there to get any action. (Sent a copy to the state director of the highway patrol.)

Lo and behold! We had a visit from an officer of the county highway patrol, asking us how come and what we had to complain about.

He said the patrol has been watching the situation here, but admitted his department could only do its own particular job, and that cooperation with the division of highways could be improved.

We'd say it could be.

Recommendation was that we get in touch with the highway division, Napa office, and maybe they'd look into the situation. But he said they can't be installing traffic signals and other devices promiscuously. Inferred there must be a few accidents to justify any remedial action.

We still don't like it at all, and will keep on trying to get some traffic regulation improvements in the Springs. But we realize we're up against a big powerful bureau which runs things about as it wishes, and if you don't like it that way, go take a jump in the lake!

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

Maybe you can solve something that puzzles us: If those new pens which have a "piggy-back" filler aren't any longer than the older type, how can they hold any more ink, even though it's split up into two sections which fit together? These fillers cost more money, too, and the original cost of the pen is considerably up.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

BROADWAY CAFE, Sonoma. Park in back, enter off East First. Extra specials all week. Pop and Mom Medros. Take-out license.

Out of the mouths of babes come words that we should never have said in the first place.

OUR RESORT, El Verano. Harvey and Melina. Stein Club headquarters. Draft beer, mixed drinks. Friendly place, always.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

So they have a little price war in the gas stations down in the bay area. The customers get a break.

The price of milk, both store bought and home delivered, is going up a bit. Safeway tried to get the price reduced, saying it could produce and deliver milk 2 cents a quart cheaper than the price fixed by the state.

Bread went up in price not long ago.

Now federal and state officials are "investigating" the gas price reduction. But do they ever investigate price increases?

Time they sat down and relaxed and took a much longer look at the entire picture, get a new perspective, and come up with something that's in the interest of the ultimate consumer.

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

MENDEL'S CAFE, Boyes Plaza. New ownership. Finest food ever, along with congenial atmosphere. Cocktail bar. You'll like!

When union members tell their children bedtime stories, they begin, "Once upon a time and a half. . . . "

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

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In the bathroom cabinet we just saw a carton of cotton, with some illuminating directions. It reads: To open: Lift flap. To close: Tuck flap in carton. With such instructions, how could one go wrong?

LARSON'S LIQUOR & SPORTING GOODS
CHUCK WAGON Headquarters

Rather envy the deer hunters—also the fishermen who come in with sea bass, halibut and such. Never got much interested. Won a shotgun on a punchboard once, bought shells and a license and went out to get ourselves a pheasant. Got all wet in the long dewy grass and that was all. Next day went out again and scared 'ell out of a poor little rabbit. Sold the gun and quit.

PAUL'S OLD RANCHERO is the Valley's top spot for good food, entertainment and drinkables. Bring your out-of-town guests.

In fishing we did catch a channel cat once, and another time two great big carp, but that wasn't really fishing . Went out on the ocean twice since coming to the coast. On a big fishing boat there wasn't a nibble. In a little rowboat with motor—out in the middle of the ocean, about four miles from shore, we rode the big swells and a couple of the fellows got some rock cod. That really wasn't much fishing either. Give us a nice little lake with smooth water, some worms or minnows, and if the fish are hungry and bite within the first half hour, we're really fishermen.

INTERNATIONAL TRUCKS. Richfield Products. On the Highway, Boyes Hot Springs. BUCHANAN & POLIDORI.

Usually boasting that we're a heathen, that statement has been questioned. Maybe some good church member can tell us what's wrong. The only "uplifted" feeling we ever got in a church service was when the pipe organ shook the whole building with its vibration. Rest of the time we sit and listen and question almost every statement the preacher makes. Does that kind of church attendance do us any good? We also get an "uplift" when they reach that "forever" climax in the "Lord's Prayer," the music having been composed not too long ago . And when we see a beautiful flower we know that we didn't grow and produce it—there must have been some help from a higher power. What's the matter with living up, or trying to, to the golden rule?

CHRYSTAL'S SMART SHOP. Plaza, Boyes Hot Springs. Women's and Men's Apparel. Smart accessories. High style.

Poor Burgie has come up with another faux pas on TV. They show a little case with three bottles at the front. These become four as they come out and sing and dance; then the four bottles go back into the case and become three again. How silly can they get!

What 'ya doin' Saturday night? For something different, bring your party over to LITTLE SWITZERLAND, El Verano.

'Way back when most men smoked cigars or pipes, no one ever heard of lung cancer. Cigarets were "coffin nails"—and studies in these later days indicate the term wasn't too far off. Sat in a meeting not long ago with a lot of "big" men—and they all smoked cigars. They all looked so much more dignified than the cigaret smokers. Let's turn the cigarets over to the feminine sex. They look much more graceful—usually . Cigar smokers don't inhale!

And we're plenty good on vandykes, though our specialty is fine workmanlike hair-cutting. TONY THE BARBER, Boyes.

Then there's the big sign reading "Boyes Hot Springs which for some months or years was lit up at night in the downtown section and really was an asset. Think it was purchased by the old Boosters' club. But it cost a bit of money to maintain it, and the club eventually disbanded and the illuminated sign was more or less abanboned. Cost something like $850, and probably is as good as new right now. It really ought to be reactivated.

Next time you're in Sonoma, stop in at EL DORADO HOTEL for a fine drink. And for dinner, you'll get the finest. JOHNNY.

El Verano maintains a painted sign at the big curve west of Sonoma. That's good for a town too. Every town, little or big, should have some such sign, and not depend merely on the little highway signs. It's worth thinking about.

BOYES SPRINGS FOOD CENTER has built up a wonderful business because it handles the best, freshest, lowest cost foodstuffs.

A small boy hurried home from school one afternoon and announced to his parents that the class he was in was about to split into two divisions . "I'm in the top one," he explained, "and the other one is for backward readers. But," he went on confidentially, "we don't know who is going to be in the other one, because there's not a kid in the room who can read backward."

MELINA and HARVEY FRANCIS at OUR RESORT, El Verano, invite you in for a visit. Only Draft Beer in town.

Drove through a portion of Florida about nine years ago. Got fairly close to the Bok tower in the central part of the state. All the roads leading to the tower, from all directions, were wide and smooth, and directional signs were plentiful. It would be nice—and profitable—if this condition were true in this section, with the Old Adobe of General Vallejo featured, also the many historical spots in and around Sonoma and the Valley of the Moon. The Jack London homestead should be acquired by the state as a state monument and park, properly located and maintained. Lots of money is spent by the state for far less worthy projects.

You know the heighth of self control? It's eating just one peanut. Try it yourself! VALLEY WATCH REPAIR, Boyes.

Family Style Chicken. All you can eat, $1.75. Best Italian Spaghetti and Ravioli. BUNNY'S CAFE, 2135 Mendocino, Santa Rosa.

Listened to a political debate the other night, and the democrat asked us to consider the qualifications of Little Adlai.

We have—and find few qualifications. No more than can be found in any little provincial politician (if you like politicans).

Adlai was a mediocre governor of Illinois. The state during his administration had more scandals than ever before. Gambling (tho we ourselves like the general idea of legalized gambling) became a mess in several of the larger counties, and nothing was done about it. His record on old age pensions was nothing to be proud of.

The debater said Adlai had traveled all over the country and even made a trip around the world! What an accomplishment! We've got many local citizens who have done the same thing, but they don't now claim they know all about the problems—economic, racial, social, etc. —of the world as a result.

And he has the effrontery to advise on military matters! Just what background and training would entitle him to be considered an authority on this subject?

True, Adlai is a smart cookie, and we'd even go so far as to say the country probably wouldn't go to the dogs if he were elected (not immediately at least). With peace and prosperity pretty well established now after several years of democrat bungling (the farm surplus is a good example) we'd likely continue in pretty good shape.

But why take a chance on an untried man, even his intentions, his "plans," are well meant, when we can keep a man who knows what he's doing, and fully capable of continuing his guidance of this nation along safe and sure paths that lead eventually to peace and prosperity for the whole world?

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway, Sonoma. WEbster 8-2686.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Want to tell you about one Stan Jones, who when we were a mere lad, conducted a very strange shoe store back in Oregon, Ill.

Most shoe stores place their shoes on shelves, the boxes plainly marked. But not Stan.

He opened the big wooden boxes in which they were shipped, took out a box or two or even dumped the whole shebang onto the floor. There were tissue paper packings a foot thick on the floor, with just enough room left among the scattered shoes for a narrow aisle.

If you picked up a shoe that fit you, Stan might go clear to the back of the store and find its mate. There were no chairs or footrests to help with getting a proper fit.

One day maybe his price for all shoes would be a set figure—say $2. Next day maybe the set price for the same shoes would be $2.75. And they were good shoes.

Think the man no longer is in business or even alive. But he made money, owned a considerable amount of property, and his customers came to the store by buggy and wagon, bicycles, and by train, from many miles around.

Wonder why we shouldn't have a few more "characters" in business, even hereabouts?

JIM'S FINE MEATS, at Food Center, Boyes. New management, but the same high quality meats. Cut as you want it. Try us!

BATH HOUSE BARBER SHOP, open daily except Monday. Fast, efficient work, modern shop. Bob Narcisi your operator. Drop in.

Behind every successful man can usually be found three people—his wife, and Mr. and Mrs. Jones.

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menus—all good. Cocktails. Always the very best.

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

Where's He Been All That Time? At first, it seemed an amazing thing to read about—that 167-year-old Colombian Indian they've been checking on in New York. Living 167 years — think of it! Then it came out the old boy hauled off with a punch at a blonde gal who was trying to cuddle him. So what's really incredible isn't his age in itself—but that he could live so long without having learned a gosh-darned thing!

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

Abbreviated swim suits are making it a lot harder for men to look women straight in the eye.

SONOMA FURNITURE MART, Broadway. A new department: Imported Gift China, Giftware, Ceramics for every purpose.

BANCROFT NURSERY, Sonoma. Time to plant bulbs, shrubs, trees, Fertilize, too. And we've got cut flowers, potted plants.

One morning on vacation at a well known mountain resort, a very southern financier opened the paper to find his name at the head of an obituary column.

Immediately he called his office and got his secretary on the telephone.

"Miss Lee, did you see this morning's paper?" he demanded. "It says I died."

"Why, yes, Mr. Franklin, I saw it," answered the girl. "Where y'all callin' from?"

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

RAY'S WRECKING YARD, 1216 MacArthur Blvd., Sonoma. Bring your wrecks to us. Come here for repair parts, all makes.

We finally located a 14-year-old girl who abhors the singing of Elvis (the Pelvis) Pressley. We are keeping her identity a secret for her protection. (So says an Arkansas editor.)

B & L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

Hardly anything pleases a country editor so much as the getting of a letter from some campaign committee setting forth that Hon. Joe Blank has decided, after much coaxing and pleading, to run for some state office or other with a large salary attached and that the readers of his paper will be glad to know of their good fortune through its news columns.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

RUSTIC INN, Glen Ellen. Authentic old-time western atmosphere, but modern know-how when it comes to tasty beverages.

A LABOR LEADER WARNS LABOR—Never thought we would see the day when Norman Thomas, the socialist party leader, would be warning labor.

Thing that upset Norman was the wildcat subway strike in New York which tied up three quarters of a million people and left them stranded in 96-degree heat.

In fact, Thomas is quoted as saying, "The American community, which has suffered more than enough under the old capitalist formula of 'the public be damned,' cannot permit labor unions to say it with impunity."

Labor is in somewhat the same position capital was, a few years back, but in some respects holds even more power. They can paralyze a city, shut off vital supplies or deprive a whole nation of needed goods. They might do well to heed Norman Thomas because, as one newspaper put it, "Unless they exercise restraint from within, it will

be exerted from without, just as happened in the case of industry and capital."

FIRESIDE LODGE, Hwy. 12 west of Sonoma. Barbecued chicken, steaks, ribs. New management. Friendly, homelike. Drinkables.
GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

GRABBED IN OUR EXCHANGES:

In Detroit, a woman wanted her name changed from Eddie Jefferson because it was a man's name. She wanted it changed to Billy Jefferson.

At St. Paul, a 17-year-old boy was the only male in a baking contest at the state fair and won easily over 125 women.

In Wichita, in addition to the three R's, third grade students now take a course on "How to Use the Telephone."

A columnist tells of a paper in Pinedale (Wyo.) which is the only paper in the country that claims it is "Published Farther from a Railroad Than Any Other Newspaper in the United States."

In Washington, congress has taken no action on a bill that would require all spies to register, listing their names, addresses and who they are spying for.

THE CHICKEN HOUSE (formerly Lew's). Hiway 12, Boyes. Open 5 a. m. to 10 u. m. Best fried chicken and steaks in town. Try us.
RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. Good Gas and Good Service always. Complete Grocery department.

Don't despair if you returned from vacation to find your yard and garden overgrown. With pruning shears, a lawn mower, water hose and some fertilizer you can tidy up and revitalize your grounds in short order.

YELL'S ACRES NURSERY, in the heart of Glen Ellen. Specialists in Dahlias, Fuchsias, Tuberous Begonias. Make selections now.
TOWN HOUSE SUPPER CLUB, Glen Ellen. Superb food served in comfortable surroundings. Cocktails. Worth your visit—anytime.

Inasmuch as many of our young movie stars are using such shortened names as Tab, Rush, Bam, Kim, etc., a young Indian asked the court to permit his name to be changed from Howling Thunder Train Whistle. "What have you selected for your new name?" asked the judge, and the Indian lad replied: "Toot."

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.
SONOMA MISSION INN, Boyes. Known nationwide as a standout hostelry, where good food, drinks and service are superb.

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